

## PROMOTING THE STRATEGIC USE OF IP FOR DEVELOPMENT

Discussions on a WIPO **Development Agenda** continued through 2006 and 2007 in the Provisional Committee on Proposals Related to a WIPO Development Agenda (PCDA), with the aim of ensuring that development considerations form an integral part of all areas of WIPO's work.

WIPO's Office for Strategic Use of IP for Development, established in 2005, seeks to enhance the capacity of countries to realize the development potential of the IP system. Activities, which are targeted both at policy makers and at users of the IP system, focus on the following key areas:

**Economic analysis.** Policy makers need empirical evidence of how different IP strategies can affect innovation and GDP growth. WIPO is helping to address the lack of reliable economic research on IP by developing methodologies and commissioning economic studies to assist policy makers in their decision-making.

**Creative industries.** The music, film, publishing and other cultural industries, which are largely built on copyright protection, are major drivers in the knowledge economy. WIPO engages with stakeholders,

### FLOURISHING FILM

Copyright-based industries, such as film, can contribute significantly to a country's economic growth as well as to cultural wealth. In the U.S., the motion picture and television industry provided jobs for more than 1.3 million people in 2005. In India, the US\$2 billion film industry is projected to grow at a compound annual rate of 16 percent for the next 5 years. South Korean blockbusters, with ticket sales over 10 million, have fueled the explosion of "Kim Chic" popular culture in the region. Nigeria's "Nollywood" produces over 1,000 films per year which are avidly consumed throughout Africa and beyond.

WIPO assists countries in the development and application of copyright systems conducive to growth in the cultural industries.

